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Abstract (Document Summary)




Netscape Communications Corp. will include  [Apple Computer Inc.](#)'s QuickTime plug-in with its Navigator 3.0, giving users of the popular browser access to quasi-streaming video, with support for 30 frames per second and a 640-by-480 screen. QuickTime's new capability to mimic streaming video's capabilities means users will not have to wait to download the entire file from the Internet before they start playing back the video.

Full Text (513 words)*Copyright InfoWorld Publications, Inc. May 13, 1996***[Headnote]**

Navigator 3.0 to offer full-motion video over the Internet

 [APPLE COMPUTER INC.](#)'S aggressive efforts to transform itself into an Internet company have succeeded in landing QuickTime in the next release of Netscape Communications Corp.'s Navigator browser, but it's too soon to tell if  [Apple](#)'s leap into Web-based video will eventually pay off.

Netscape will include a QuickTime plug-in with Navigator 3.0, so users of the popular browser will have access to quasi-streaming video, with support for 30 frames per second and a 640-by-480 screen.

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QuickTime's new capability to mimic streaming video's capabilities means users won't have to wait to download the entire file from the Internet before they start playing back the video, according to Larry Tesler, vice president of Apple's recently created Internet platforms division. The agreement between Apple and Netscape also means Internet users will have immediate access to the most popular computerbased video development tool in the industry, he added.

"The Web gives us a level playing field," Tesler said. "By making the operating system less important, there's a chance for superior technology to be adopted by a wider group of users."

QuickTime currently supports full-motion, full-screen video only over T1 lines, which have a higher bandwidth than modems. Apple promised that later releases of QuickTime will improve the performance of QuickTime movies downloaded via a modem.

Analysts were pleased with the technology promised by Apple and by the agreement with Netscape.

"This is an excellent real-world solution," said Kim Brown, a senior industry analyst with Dataquest Inc., a San Jose, Calif.-based market research company. "People are going to be downloading video at work, where they have access to the faster T1 lines. They're not going to be doing this at home."

By acting so quickly to cement a relationship with Netscape, Apple has also strengthened its leadership position in the video arena vis-a-vis Microsoft Corp.'s ActiveX-based ActiveMovie technology.

"Apple is still a year or two ahead of Microsoft in this technology," Brown said. "The agreement with Netscape means they can take advantage of that technology lead."

However, Apple has been unable to make its technology prowess in the video field pay off in the past. Executives at Apple acknowledged that the company had tried previously to use technologies such as QuickTime to sell its hardware platforms, with qualified success at best.

Although Apple can claim that 70 percent of multimedia development is done using QuickTime, more than 70 percent of the content is being developed for Windows platforms.

Now, with Netscape's backing, some Apple executives see an opportunity to begin making money on QuickTime itself.

Besides making the agreement with Netscape, Apple has recently signed agreements with a number of companies, including IBM and Silicon Graphics Inc., to port QuickTime's development environment to OS/2 and Irix, respectively. Those deals could bring Apple millions of dollars just for doing the development work.

QuickTime will not be Netscape's only video solution for the Internet. Marc Andreessen, executive vice president and chief technology officer, noted that the deal was nonexclusive and that Netscape would probably strike similar deals with other vendors in the future.

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